

WHAT IS CLAIMED IS:

1 1. A method of attaching a hologram film to printed matter, comprising:
2 printing a pattern on a substrate with UV curable ink;
3 placing a holographic film over said pattern; and
4 curing said UV curable ink with UV light;
5 wherein said curing causes said holographic film to stick to said pattern.

1 2. The method of claim 1 wherein the UV curable ink has fluorescent
2 properties.

1 3. The method of claim 1 wherein the UV curable ink has photo chromic
2 properties.

1 4. The method of claim 1 wherein the UV curable ink has thermo
2 chromic properties.

1 5. The method of claim 1 wherein the UV curable ink has bi-chromic
2 properties.

1 6. The method of claim 1 wherein the UV curable ink is a scratch-off ink.

1 7. A method of attaching a hologram film to printed matter comprising:
2 printing a pattern on a substrate with ink;
3 placing a transparent UV curable adhesive layer over said pattern;
4 placing a holographic film over said adhesive layer; and
5 curing said UV curable adhesive layer with UV light;
6 wherein said curing causes said holographic film to stick to said adhesive
7 layer.

1 8. The method of claim 7 wherein the ink is UV curable ink.

1 9. The method of claim 8 wherein the UV curable ink has fluorescent
2 properties.

1 10. The method of claim 8 wherein the UV curable ink has photo chromic
2 properties.

1 11. The method of claim 8 wherein the UV curable ink has thermo
2 chromic properties.

1 12. The method of claim 8 wherein the UV curable ink has bi-chromic
2 properties.

1 13. The method of claim 8 wherein the UV curable ink has low adhesion
2 properties.

1 14. A security label comprising:
2 a substrate;
3 a pattern of UV cured ink on said substrate; and
4 a holographic film over said pattern, adhering to the cured ink of said pattern.

1 15. The security label of claim 14 wherein said UV cured ink has
2 fluorescent properties.

1 16. The security label of claim 14 wherein said UV cured ink has photo
2 chromic properties.

1 17. The security label of claim 14 wherein said UV cured ink has thermo
2 chromic properties.

1 18. The security label of claim 14 wherein said UV cured ink has bi-
2 chromic properties.

1 19. The security label of claim 14 wherein said UV cured ink has low
2 adhesion properties.

1 20. A security label comprising:
2 a substrate;
3 an ink pattern printed on said substrate;
4 a transparent UV cured adhesive layer over said pattern;
5 a holographic film over said adhesive layer, said film adhering to said
6 adhesive layer.

- 1 21. The security label of claim 20 wherein said ink has fluorescent
- 2 properties.

- 1 22. The security label of claim 20 wherein said ink has photo chromic
- 2 properties.

- 1 23. The security label of claim 20 wherein said ink has thermo chromic
- 2 properties.

- 1 24. The security label of claim 20 wherein said ink has bi-chromic
- 2 properties.